



**Utah Office of Tourism Cooperative Marketing Program**  
**Round 4 Final Results Report**

Entity:

Brief Project Summary:

UOT Match: \$

Entity Contribution: \$

Total Project Cost: \$

List the **primary goals and objectives of your project/event**. Refer to question number 8 on your application.

How did you reach your **target market** (i.e. magazines, newspaper, TV, radio, etc.)? Refer to question number 4 on your application.

What was the "**Call to Action**" on your marketing materials (website address, phone number etc.)?

In what **geographic area(s)** did you market? Refer to question number 5 in your application.

List the results of this project. Refer to question number 15 in your application.

Attach copies of invoices of all co-op related expenses for this project.